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PATENTED FORCED-AIR  
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HOME HEATERS

**OUTHEAT—OUTLAST ALL OTHERS!**

Behind the gleaming, porcelain cabinet, you'll find a patented inner unit that makes traveling floor heat possible. Look at the big, furnace-type blower that drives the air through a battery of inner heat tubes that set right in the heart of the first Siegler doesn't wait for the heat to come out... it goes right in after it, then forces it over your floors! Come in and see for yourself why Siegler outheats—outlasts all others!

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OVER YOUR FLOORS!

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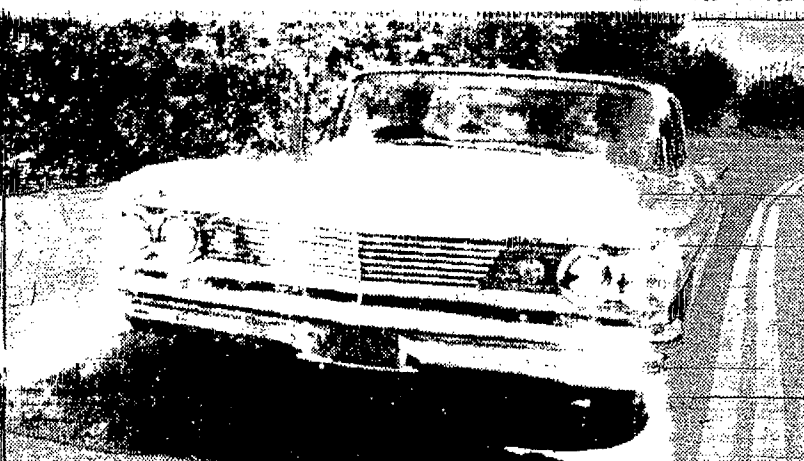
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AVAILABLE  
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**PONTIAC ONLY CAR WITH  
WIDE-TRACK WHEELS**

Wide-Track widens the stance, not the car. With the widest track of any car, Pontiac gives you better stability, less lean and sway, accurate control.



SEE YOUR LOCAL AUTHORIZED PONTIAC DEALER

**MOSNIER SALES and SERVICE**

515 CEDAR STREET

## Medical Check-Up of Newborn Done in Fir. 'Mini'

The first 60 seconds for the newborn infant can be the most crucial moment in its life. It is at this fleeting instant of time that doctors or nurses in hospital delivery rooms must determine clinically whether the child is normally healthy or seriously ill.

In the latter case, since ill babies can fall with split-second rapidity at this point, treatment must begin at once. Since speed is essential, the need for a simple, quick method of clinical evaluation is obvious.

Dr. Virginia Aggar, chief of the division of congenital malformations of The National Foundation, parent organization of the New March of Dimes, began in 1952 to develop just such a method. What she invented is a mathematical approach now being used in hospitals in the United States and abroad. It is called the "Aggar Score." It can be done in five seconds or less.

Dr. Aggar, professor of anesthesiology at Columbia University's College of Physicians and Surgeons, recently joined The National Foundation to take a leading role in its attack on birth defects, the nation's biggest unmet childhood medical problem. Together with Dr. Aggar, the foundation is developing just such a method. What she invented is a mathematical approach now being used in hospitals in the United States and abroad. It is called the "Aggar Score." It can be done in five seconds or less.

The "Aggar Score" is a kind of medical "countdown." It is started when the baby is 55 seconds old and completed when it is 60 seconds or sooner. It involves determining the rate of the heart beat, the respiratory effort, muscle tone, reflexes and skin color. A colorimeter and a stethoscope are the only instruments needed.

In the evaluation, the heart rate is recorded as "slow," "normal" or "fast" (100 per minute and over). Respiratory effort can be "absent," "slow and irregular" or "normal." "Slow and irregular" means the baby is in full cry. Muscle tone is marked "limp," "some flexing of extremities" or "in active normal motion." For checking reflexes, the examiner tickles the nose, or the feet, or the back.

Crawford County Avalanche  
Thursday, January 7, 1960

### I AM A NEIGHBOR OF YOURS



Life Insurance is my Profession.  
May I be of Service?

**RALPH WILLIAMS, JR.**  
Phone Greenwood 8-3737  
R. F. D. One  
Houghton Lake, Michigan  
**SUN LIFE OF CANADA**



Dr. Virginia Aggar is shown here doing the "Aggar Score" on a newborn infant. It is a five-second evaluation method to determine whether the baby is a normal, healthy child or seriously ill. Dr. Aggar is chief of the division of congenital malformations (birth defects) for The National Foundation, parent organization of the New March of Dimes.

brushed quickly. Both methods are valid. The first method produces no response at all, a grimace of the features, or a sudden cough or sneeze. The second produces no response, some increase in breathing, or a healthy yell. Color of the skin ranges from pale blue, through pink with blue extremities, to pink all over.

"10" is Perfect  
On the "Aggar Score" an infant can score from zero to 10 in these tests. A score of zero, one or two is given for each sign observed. Thus, 10 indicates a baby in perfect condition, zero a very sick one. If the total score is four or less, resuscitation is begun at once either mechanically or by mouth. It is a tribute to modern medicine and surgery, as well as to the "Aggar Score," that per cent of babies with a score of zero—meaning that there is not even a heart beat—are saved.

Dr. Aggar developed her method at the Sloan Hospital for Women in New York, where a total of 25,000 babies were given the test. About 70 per cent scored between eight and 10; 24 per cent between three and seven; and only six per cent between zero and two.

**1 in 16 Ill by Defect**  
Significant birth defects occur in one out of every 16 infants, or a total of 230,000 each year. Dr. Aggar points out, she states, that these congenital malformations generally develop during the first 12 weeks of pregnancy, and usually in the first eight weeks. "After eight weeks there is little chance of faulty developments," she says. Knowing that birth defects are a common cause of worry among prospective mothers, Dr. Aggar strives to banish a number of "old wives tales" associated with the subject.

She insists, for instance, that there is no evidence that "an emotional upset" during pregnancy has any effect on the development of the unborn baby. German measles caught by the mother during pregnancy were once thought to cause abnormal infants without exception. Now it is estimated that this happens only in about 30 per cent of cases.

### WINTER FISHING

By Charles L. Polinski

Well! Here it is ice fishing time once more. That is, if Mother Nature doesn't start playing one of her tricks on us! All it would take now is too much sun or strong winds and the ice is gone. At the rate things are going, though, fishermen should be out on the ice no later than now and January.

Right now two of my best fishing partners are getting their ice fishing equipment ready. Fresh ice is going on the roads and tips and last minute repairs are being made on the shanty. Seems like one of them speared an 8-pound northern at the end of last year's season and poked a hole through the wall with the spear handle. Unfortunately I have never speared anything large enough to arouse that much excitement. I spied some dandy ones though!

First trip out they usually take along wigglers, corn bobs and mousies. Always one or two new ice ties and spoons are added to the box. Last year's hot spots are hunted for an depth finders are immediately put to use. One of them fishes deep and the other shallow until a pocket of fish are found. They usually make six or eight holes in a large circle and as the fishing slacks off they move to another hole. Always watch for the crowd and most fishermen I know will gladly tell you the system under which they are presently catching fish. Keep plenty of action in the rod, variation in bait and depth, and move from one hole to another. If fish are biting at all you will have firm, winter fish in the freezer all the time.

One day some fisherman will get up enough courage to put his ice tent out. Then another one will appear, and suddenly they began sprouting all over the lake. A shanty town is now born. Perhaps it is Perchville, Shanty Town or Pikeville. Then look out! Added fun is on the way. Places such as Houghton Lake will have fishing contests with merchants giving away prizes for the biggest and smallest of fish.

Choosing a spot to put a shanty becomes rather difficult. No sooner does one find a fairly nice location until another sport comes along and tells us that such and such a lake is doing great. And

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The Culligan Automatic, with its distinctive styling and gleaming white enamel finish, gives you the pride of owning the finest water softener made. Available with our Dealer-Service Plan, and Salt Delivery Service. Ask about easy terms; approved for F.H.A. financing.

**GORDON BACHMAN**  
PHONE 7313  
COW 157 CAYLOND

they go on to tell us they are catching and spearing pike as long as your arm. Chances are such a thing as this has happened to you. As many people know, and I found out the hard way, it is best to leave the shanty right where it is at as long as your lake is noted for pike fishing. Pike are one of the trickiest fish there is next to trout. Sometimes they will hit tips left & right and spearing will be great. But, it may last for a day or two, or just a few short minutes. By time the shanty is located over a new lake, settled, and things are back to normal, quietness, the pike are all done. And then they start striking from where you left. Here is a little fact I have noted. Perhaps it has come to your attention too.

Lake Margrethe is one of my most cherished spots for tip-ups and spearing. Many times things were simply dead there while good reports started coming in from up north around Timber Lake. Some time later, reports would come from the southern part around Houghton Lake, Harrison and Cote. Pretty soon things would start "clicking" right in my own back yard—and a lot of needless shanty moving was saved. There are three possible explanations for this Nature Provided Phenomenon. Changes in water temperatures, water pressures; and perhaps

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Established 1878

ROBERT W. STRONG, Publisher



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ASSOCIATION  
PUBLISHED WEEKLY

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Grayling, Michigan, Thursday, January 7, 1960

### Labor Disputes Changing . . .

The pattern of labor-management disputes has undergone an extremely significant and far-reaching change in recent times. Wages—formerly the heart of controversy—are no longer the big thing. It is true, of course, that wage demands still accompany most negotiations and are a factor in the strikes. But, generally speaking, they are not the real stumbling block. That stumbling block is automation—the means by which more production can be achieved at lower cost.

Automation dominated the recent New York dock strike. It also dominates the steel strike—the union has absolutely refused to agree to changes in the work rules. And we find it overshadowing labor-management differences in the railroad industry. According to rail management, featherbedding—which consists of pay or work not done, and results from work rules written long ago—costs the country a needless \$500 million a year. But the unions have refused to negotiate the work rule issue, and also have refused a management proposal to submit them to impartial study and arbitration.

The word automation is comparatively new, but the principle is not. The great industrial revolution of two centuries ago was an example of automation—the application of machines of one kind or another to tasks that formerly had been done by hand. And that first industrial revolution, like the one we have entered now, was fought tooth and nail by workers who feared the loss of jobs.

However, more and more evidence demonstrates that unless there is more automation, there will actually be fewer jobs. Much of our production has gone into world markets, and much of our employment depends

on the maintenance of those markets. But American industry, faced with rising foreign competition in all manner of fields of enterprise, can be priced out of markets. Steel is a striking—and ominous—case in point. Exports of American-made steel declined from 522,000 tons in June, 1957, to less than 166,000 tons in May, 1959. Imports of foreign-made steel, on the other hand, increased from 89,000 tons two years ago to 385,000 tons in 1959.

High American wages are a primary reason why foreign producers can, in growing numbers of instances, under-price us. And it is difficult to see how that wage disadvantage can be offset without using every device and technique that will lower production costs. If we simply stand still, and insist that men be employed where there is no need for their services, our world economic standing will continue to suffer.

The Wall Street Journal puts the matter this way: "It will be a nation with low sights indeed that chooses to ignore the irrefutable evidence of history: That the result of labor-saving devices has always been more, not fewer, opportunities for labor." The problem is how to increase our productive efficiency and to improve our ability to compete with foreign producers with a minimum of dislocations to labor. Students are convinced that can be accomplished through labor-management cooperation in training displaced workers for other jobs and in assisting them in other ways. And, certainly, if history teaches anything, it teaches that no group has ever gained in the long run by opposing progress.

### Interesting Events In Grayling 23 Years Ago

INTERESTING ITEMS OF NEWS GATHERED FROM THE  
FILES OF THE AVALANCHE OF 23 YEARS AGO

January 7, 1937

Considerable consternation was aroused first of the week when a report went out that it was the intention of the County Road Commission to have the McMaster bridge abandoned. This bridge crosses the Ausable river, about five miles west of the mouth of the North Branch. The report even reached Detroit, Bay City and other places where there were parties vitally interested because of owning property near the bridge. Investigation was made, and Frank Barnett, a member of the commission, and James Knibbs county superintendent, deny that the matter had ever come up before the Board and that they had no intentions of abandoning the bridge. Just where the story started seems to be a mystery. Without the bridge, people residing in that district would have to drive 24 miles to reach the opposite bank of the river.

With three places to dance and many watch parties being given, old and young of our town folk waved farewell to 1936 and ushered in 1937. Probably not since the depression have as many people rung out the old and rung in the new with so much enthusiasm as was shown Thursday night and Friday morning. The Izak Walton League sponsored a very pretty party at the school gym. Under the sponsorship of the Kiwanis club a dance for members and their friends was given at Shoppensons Inn following the party at the school gym. Before New Year's celebrations had been made for dancing at Spike's and the place was filled to capacity throughout the evening. Decorations, appropriate for the occasion, were very attractive, and the crowd danced to a good orchestra until the closing hour.

At 4 o'clock Sunday afternoon, Miss Lillian Ahman and Mr. Nyland Houghton spoke their marriage vows before the Rev. Hans Juhl at Danish Lutheran church. Mr. and Mrs. Henry Ahman, brother and sister-in-law of the bride, were the attendants. Following the ceremony a wedding dinner was served at the home of the bride's parents, Mr. and Mrs. Frank Ahman, where covers were laid for fourteen. The groom is the son of Mrs. Blanche Houghton, and both are graduates of Grayling High School. Following a honeymoon in southern Michigan they will return to Grayling to make their home, where they have congratulations and best wishes of their friends.

Elmer Neal of Detroit visited his wife and parents, Mr. and Mrs. Sherman Neal, over the weekend. Mrs. Louis Kessler and Mr. and Mrs. James Lynch spent New Year's day with the Lawrence Kessler family in Gaylord.

Miss Wanda Cardinal of St. Joseph's Mercy Hospital in Pontiac spent New Year's with her grandparents, Mr. and Mrs. James Perry.

The Hanson Cafe basketball team, under the sponsorship of Frank Edmund, has organized for coming season. A meeting was held with the following members: Mr. May, Sorenson, 10th St. in Emmet, Norstrom, Hanson, Lovely and Robertson. Mr. Bennett acted as chairman of

### WHY SOME MOTORISTS GO NUTS



W. Barker of Flint visited at the Mortenson home over the weekend and returned home Sunday, accompanied by LaVerne, who will visit them before returning to California.

Miss Beverly Schallie has accepted a position as stenographer for the local resettlement administration.

After spending two weeks vacation with his mother, Mrs. R. S. Babbitt, Peter Babbitt of Whitefish Point returned to his work Wednesday.

To compliment Miss Lillian Norcott of Detroit, who was a guest of Mrs. Harry J. Connine, Mrs. A. J. Joseph entertained twelve guests at luncheon and bridge Saturday afternoon. Mrs. C. G. Clippert held the high score while Miss Norcott received the guest gift.

Mr. and Mrs. William Simpson of Roscommon visited Mr. and Mrs. J. Trudeau and Mrs. Wingard over New Year's. Mrs. Wingard accompanied them on their return and will visit her daughter, Mrs. Simpson, at Romeo, and son William Wingard at Ypsilanti, for a time.

Mrs. John Brady, daughter Ann and son Joe, spent the last of the week in Detroit.

Mrs. Edward Mayotte and mother, Mrs. Rasmus Jorgenson, are spending the week in Detroit. Mr. Mayotte accompanied them there Saturday. On his return he was accompanied by Devere Schmidt, who had been in Detroit since Christmas.

Miss Eva Swanson spent last week in Grand Rapids. She was accompanied home by Robert Coulter and Gordon McCounell, who remained over the weekend.

Mrs. Walter Woodson, daughter Grace Matilda, and Mrs. H. A. Bauman left for Salisbury, N. C., Friday. Mrs. Woodson and daughter had spent the holidays here.

Items from Nick's Pure Food Store: Peanuts in shell, 2 lbs., 25c; Alaska salmon, pink, 2 cans, 25c; sliced bacon, Armour's, 1/2 lb. pkg., 19c; coffee, Golden Moon the finest you can get, qt. glass jars, 32c; Kerosene, gallon, 12c.

Glen Gregg has sold his Lovells farm to Nick Lofler, of Detroit. Mr. Lofler has bought the farm for a summer home.

Weather—everything but the right kind. Zero temperature Tuesday night gradually rose until now it is about 40 degrees. Snow and

ice are all gone and a light drizzling rain is falling today. Heavy clouds pack snow and sleet that happen and the temperature drop to solid freezing there is still chance of having winter sports Sunday. That at this time seems improbable.

Mr. and Mrs. Holger R. Hanson enjoyed the holidays with relatives of the latter at Saginaw and Flint.

46 YEARS AGO—

January 8, 1914

Mrs. Paul Ziebell was seriously ill the forepart of the week. R. W. Brink left Monday morning for Gaylord, where he is scaling lumber at one of Salling, Hanson Co.'s, camps near there.

Miss Anna Brown is the new clerk at the Model bakery, having commenced work Monday.

Miss Mahal Brasie was absent from A. Kraus & Son's store the latter part of last week on account of illness.

Irene Burton most delightfully entertained the Literary society at her home last Monday evening.

Mr. and Mrs. John Cowell re-

turned to their home in Grand Rapids on Saturday last after spending the holidays here. Mr. Cowell is a brother of Walter and Ernest Cowell and a step-son of Mrs. Mary Turner. The brothers had not seen each other for about twenty-four years.

Earl Dawson has resigned his position as delivery man at the H. Peterson grocery. George Hanson is working in his place.

A. E. Hendrickson has moved his tailor shop from the rooms over Collen's restaurant into the store recently occupied by Mrs. F. E. Gregory as a millinery shop.

By mistake a fire alarm call was turned in at 8 o'clock on New Year's night, that brought out both departments.

Samuel Rasmussen is home from Detroit for a visit with his parents.

The children's church school had a New Year's party at the parsonage. Each one made a cake, salad or candy, and the vote by ballot resulted in Mildred Corwin taking the prize for a layer cake decorated with walnuts.

One of the prettiest weddings of the season was solemnized on Sunday at 4 o'clock at the home of Mr. and Mrs. William Fischer, Sr., when their daughter—Miss Martha

Camilla was united in holy matrimony to Carl Sorenson, son of Mr. and Mrs. Olaf Sorenson. Rev. Kjolhede of the Danish-Lutheran church, officiating. Miss Lillian, a sister of the bride, acted as bridesmaid, and Mr. Thorwald Peterson, a cousin of the groom, was best man.

Mr. D. V. Clark, a former resident of Grayling, but of late years residing in Weyanwega, Wis., is spending the holidays with his sisters, Mrs. Ed Douglas and Mrs. Stillwagon.

### Lake Margrethe Water Level

(Information furnished by U. S. Geological Survey)

Period of record, Nov. 12, 1942 to date:

Water level Dec. 30, '59 1134.29 ft  
Water level Dec. 30, '58 1133.83 ft  
Maximum level for period of record April 5, '43 1135.97 ft  
Minimum level for period of record Sept. 24, '48 1133.57 ft

Use The "Avalanche"  
WANT ADS

## How Much Is Service Worth?

Service is an intangible commodity that is difficult to evaluate in dollars and cents, yet it is absolutely essential to everyone. Placing a value on service is a little bit like trying to place a value on the air we breathe . . . it doesn't cost anything, but we couldn't live without it.

Since 1878 The Crawford County Avalanche has been rendering service to its home community in many ways. It has helped to promote thousands of community and civic projects, has assisted organizations, churches, lodges and clubs in their various activities, and has provided an outlet for expression. How much is this service worth to you as a citizen or businessman? Many individuals and organizations have indicated that it is worth a great deal.

While the Avalanche is basically a service organization, it is a business too. It cannot hope to keep pace with the growing demands for service without the active support of individual citizens, merchants and businessmen. Remember, The Avalanche is your home town newspaper. Use it and encourage others to do the same.

Advertising in your home town newspaper serves a two-fold purpose . . . it is a wise investment in the promotion of your business, and permits The Avalanche to continue and expand its service facilities.

Crawford County Avalanche

### JOIN AND SUPPORT THE CRAWFORD COUNTY MARCH OF DIMES . . .

WITH  
LOVING  
CARE...



PATIENT'S NAME: Diana Kim Kelling  
PATIENT'S AGE: Three, going on four  
DIAGNOSIS: Severe rheumatoid arthritis  
SYMPTOMS: Swollen joints Run all the time  
TREATMENT: Care—lots of it—loving care

Well, you can see that Diana is getting that kind of care from Mrs. Robin Morley, physical therapist. There isn't much more medical science can do for arthritis patients, all 11,000,000 of them, children included. Right now there's no known cure of prevention.

However, your support of the NEW March of Dimes in 1960 will help medical research go on looking. As a crippling polio, research will someday find a solution to this No. 1 cripple in America.

Your support will also provide patient care for arthritis victims like Diana. Also the urgently needed training of medical personnel like Mrs. Morley.

The fact is your March of Dimes contribution might help complete the medical chart this way: Prognosis: Great—just great.

THE NEW MARCH OF DIMES  
BIRTH DEFECTS • ARTHRITIS • POLIO

SPONSORED IN THE PUBLIC INTEREST

BY THE

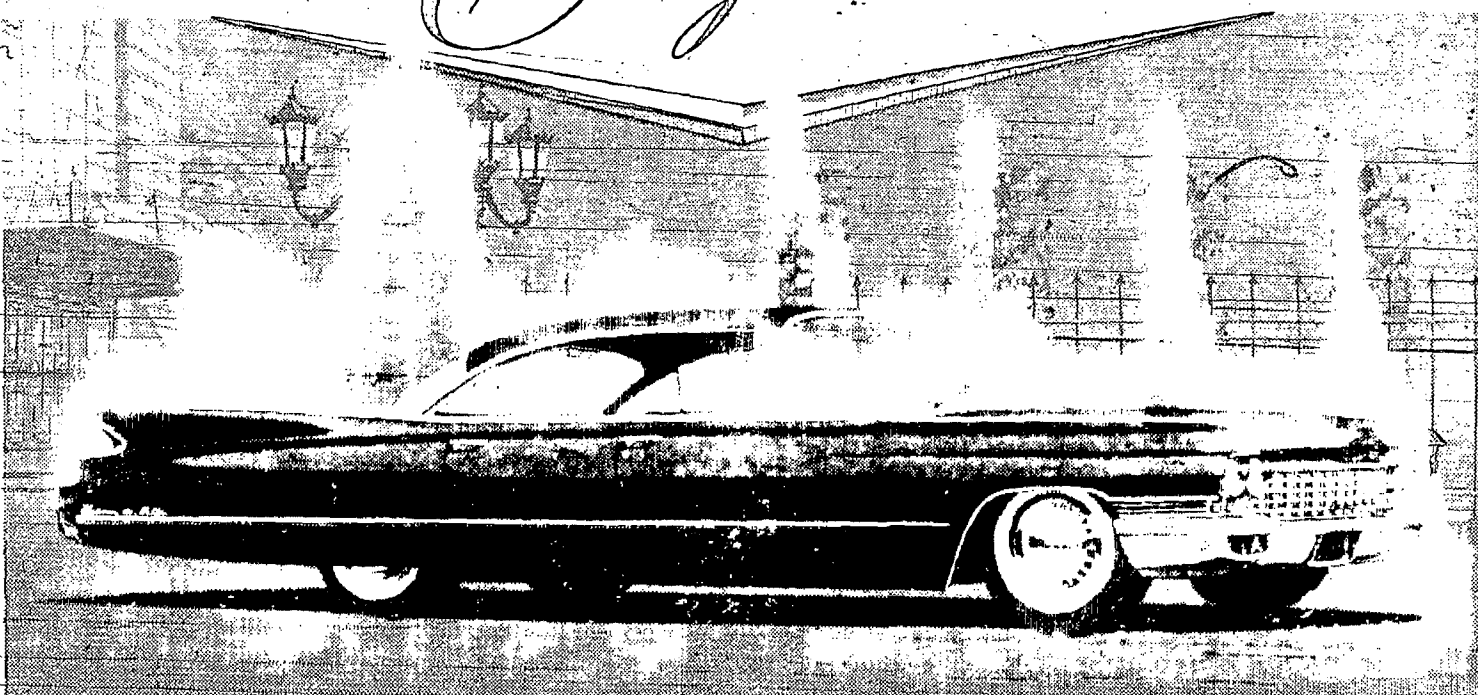
DEAR ARCHER & CO

### The Grayling Agency

JOHN BRUUN, Owner  
—112 Michigan Ave.

MELVIN K. NIELSON, Solicitor  
Phone 3831

## Elegance



Never has a motor car been endowed with as many facets of elegance as the Cadillac for 1960. You immediately see it in the fluent symmetry of its styling . . . in the distinction and excellence of its Fleetwood Interiors . . . in the technical perfection of its coach-crafting . . . and you quickly sense it in the ease and rhythm of the car in motion. Stop in at your authorized Cadillac dealership for a personal inspection and demonstration. You'll discover that now is a wonderful time to order your Cadillac.

VISIT YOUR LOCAL AUTHORIZED Cadillac DEALER

JIM BROWN CHEVROLET CADILLAC OLDS

600 CEDAR ST.

GRAYLING

PHONE 2311







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## QUARTERLY SAVINGS

As advertised on REXALL'S TELEVISION SPECIAL with ALL-STAR CAST Sun. eve., Jan. 10th on NBC-TV... and in PARADE, THIS WEEK MAGAZINE, FAMILY WEEKLY and SUNDAY NEWSPAPERS.

**FREE**  
REXALL BUFFERED  
**ASPIRIN** 60's

with purchase of any of these exclusive Rexall products

THRU relieves muscular pain 5 oz. 2.98; 2 oz. 1.49

THRU JEL 2 oz. tube 1.49

SUPER ANAPAC COUGH SYRUP 1.49

SUPER ANAPAC COLD TABLETS 30's 1.79; 12's .98

BISMA REX ANTACID POWDER 4 1/2 oz. .89

BISMA-RX MATES, antacid tablets, 75's .89

**FREE**  
BRITE SET  
**HAIR SPRAY**

Handy travel size when you buy any of these hair products

BRITE SET HAIR SPRAY, 50's 1.39; 11 oz. 1.39

BRITE SHAMPOO conditions scalp and brightens hair, 12 oz. 1.39

SILQUE CASTLE SOAP SHAMPOO, rich lather, easy rinsing, 16 oz. 1.39

POLYMULSION, children's liquid vitamin formula, qt., Reg. \$5.95... 4.95

QUICK-BANDS, adhesive bandages, giant pack: \$1.09 value... .77

MI-31 ANTISEPTIC SOLUTION, 24 oz., Reg. \$1.25... .99

REXALL ASPIRIN, 5-gr., Giant bottle of 500, Reg. \$1.98... 1.39

FAMILY FILE SET, 1 record and 1 recipe file, \$2 value... 1.59

REXALL FACIAL TISSUES, white, pink or yellow, 400's, Reg. 29c 2 for .49

REX VACUUM BOTTLE by THERMOS®, 10 oz., \$1.85 val... 1.49

1 pint, \$1.89 val... 1.59

**FREE**  
REXALL DELUXE  
**TOOTH BRUSH**

when you buy Rexall Aftershave

**TOOTH PASTE** 1.49

50c tooth brush and giant 13 oz. aerosol tooth paste—both for price of tooth paste alone.

Electrex  
**HEAT PAD** 3.98

3 positive heat pads, wet proof pad, thermal cover, 4-position switch.

BIG VALUE ENVELOPES, 100's 39c value

RADIANCE HAND LOTION, 4 oz. .89

GIANT DISH TOWELS, 30's 1.00

REXALL HANDY-PAC TISSUES, 10 for .20

75c 10 for .75

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## Feldhauser School Christmas Program

The annual Christmas program at the Feldhauser school was presented Tuesday, December 22nd, under the direction of the teacher, Mrs. Arthur Wakeley.

The parents and friends attending were welcomed by Kirby Pettijohn to open the program. Then two readings, the first of the scriptures by Joe Wakeley, and a poem, "Our Christmas Heritage," by Arthur Wakeley, followed.

Two plays, the first "The Big Bad Wolf's Christmas," with Penny Pettijohn as the Wolf, Roger Durga as the Clown, Janet McDonnell as Red Riding Hood, and Jo Wakeley as Santa Claus; and the second, "The Moon of Winter," a sketch on pioneer life in northern Michigan, were presented.

Recitations by Judy Vallad, Patsy Kellogg, Craig McDonnell, David Pettijohn, Roger Durga, Jeff Fowler and Alfred Feldhauser were included throughout the program.

The entire school sang two Christmas carols, "Oh Come, All Ye Faithful," and "Silent Night," and the fourth, fifth and sixth graders sang a spiritual, "Do Unto Others." George and Janet Stephan and the nine primary students presented a reading, "Spending Your Christmas."

At the conclusion of the program Santa Claus arrived to distribute gifts for everyone, and treats provided by the PTA were given out.

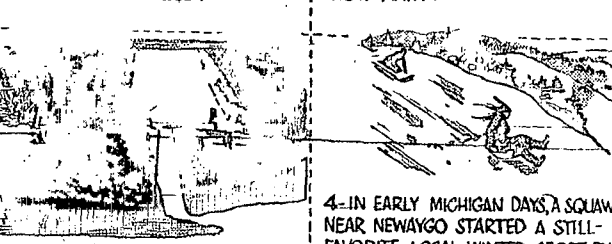
## Michigan Quizdown

Answer these questions about the Water Wonderland State?



1-THE WORLD'S LONGEST AND FASTEST MAN-MADE TOBOGGAN RUN IS IN MICHIGAN. TOBOGGANISTS SPEED UP TO 100 M.P.H. DOWN ITS 3000-FOOT-LONG CHUTES. WHERE IS IT LOCATED?

2-MICHIGAN HAS MORE DEVELOPED SKI AREAS THAN ANY STATE EAST OF THE ROCKIES. DO YOU KNOW HOW MANY?



3-THE WORLD'S HIGHEST MAN-MADE SKI JUMP IS AT IRON MOUNTAIN IN MICHIGAN'S UPPER PENINSULA. CAN YOU GUESS HOW HIGH IT IS?

4-IN EARLY MICHIGAN DAYS, A SQUAW NEAR NEWAGO STARTED A STILL-FAVORITE LOCAL WINTER SPORT BY USING HER DISHMAN AS A SLED. ONCE FAR OUTDISTANCING THE BRAVES USING BOARDS IN A RACE. WHAT'S THE SPORT CALLED TODAY?

LET YOURSELF GO...SKI MICHIGAN!

QUIZDOWN ANSWERS  
1-156 feet. 2-More than 100. 3-156 feet. 4-Downhill skiing.

MICHIGAN QUIZDOWN SERIES prepared by MICHIGAN TOURIST COUNCIL, No. 19

## LOCALS

We in this area so often take our water supply for granted. A note from Ben Pankow in San Francisco, Calif., dated December 23rd, told us that they were getting a much needed rain, the first in over ninety days.

Mrs. Roy Milnes entertained a group of her friends for brunch and bridge on Wednesday of last week. Mrs. Robert Strong held high score at bridge and Mrs. A. J. Sorenson low.

Mr. and Mrs. Emil Tahvonen and children Randy, Terry, Monte, Marilee and Jeffrey of Lansing spent Christmas weekend at the home of his mother, Mrs. Carl Tahvonen and with her parents Mr. and Mrs. Ray Murphy of Freeland. Randy and Terry spent the remainder of their school vacation visiting former school mates in Grayling.

The new hours of the Laundromat, located next to Glen's Market in the Uptown Shopping Center, are: Weekdays, 7 a. m. to 11 p. m. and on Sundays from noon until 11 p. m.

Jack Wesley of Lansing was a guest of Carolyn Barker and her mother Mrs. Arleen Barker on Christmas Eve and Christmas Day. The young people drove to Lansing on Saturday where Carolyn visited at the home of her sister, Mrs. Stanley J. Barnhart and family in East Lansing. She also visited another sister, Mrs. Max Field and family of St. Johns. New Year's Eve, Carolyn returned home with the Fields and all enjoyed New Year's Day here at their mother's home. Carolyn has been enjoying two weeks vacation from Mercy Hospital Nurses' Training in Cadillac. She will resume her training and studies on January 4th at Mercy Hospital in Grayling.

The Director's Honor Roll for the East Team at Northeastern School of Commerce has just been released and included Miss Sally Minnear, daughter of Mr. and Mrs. Jack H. Minnear, R. R. No. 1, Grayling—member of 1957 graduating class of Grayling High School.

Mr. and Mrs. Jerry Aiken and baby Bliff of Manchester arrived Tuesday to spend Christmas with her parents, Mr. and Mrs. Frank Midkiff and family of Bradford Lake, R. 1, Freeland. Mr. and Mrs. Robert Trotter and family of Grayling also spent Christmas Day with her parents Mr. and Mrs. Frank Midkiff and family, and Mr. and Mrs. J. H. Frank Midkiff.

Mr. and Mrs. Richard Klein and children Kent and Leslie of Freeland visited their parents, the Robert Kleins and the Walter Mikessels over the New Year holiday and weekend.

Miss Connie Millikin of Detroit was here for Christmas and the

weekend to visit her parents, the Roy Millikins.

Mr. and Mrs. LeRoy Babbitt, Nancy, Jim and Jon of Thompson were overnight guests of his mother, Mr. and Mrs. Howard Bunker, December 23rd enroute to Flint, Detroit and Grand Ledge where they visited Mrs. Minnie Babbitt. They returned here New Year's Eve to stay overnight with the Bunkers, returning home on New Year's Day.

A little get-together of the family was arranged by Mr. and Mrs. J. R. to celebrate the birthday of their daughter Christine (Mrs. Daryl Fishell, December 24th). Guests were Mr. Fishell and Mrs. Clyde Hatch and son, Mr. and Mrs. John W. Canfield of Grayling. Everyone had a wonderful time.

Mr. and Mrs. James McDougall, Jr. are proud to announce the arrival of a son, born to them on Christmas Day. The proud grandparents are Mr. and Mrs. John Canfield, Jr. and the great grandparents Mr. and Mrs. John Canfield, Sr. and Mrs. William Brown of Grayling.

Mr. and Mrs. Farnham Jarrard and son, Farnham III, of Home-wood, Ill., were met at Traverse City airport at noon December 24 by Mrs. Jarrard's parents, the Charles Pipers, who brought them home to spend until after New Year's.

Mr. and Mrs. Sam Lippard and son Richard spent the Christmas holiday and weekend at their home in Roseville, with their daughter Miss Joyce.

Pvt. and Mrs. Ted Hall were home from Fort Knox, Ky., on Saturday, December 20th, to spend the holidays through the 25th with their parents, the Bernard Halls and the Charles Tinkers.

Mr. and Mrs. Tom Hilton and children of Lansing were guests of his parents, the George Hiltons, for Christmas and the weekend.

The children at the Feldhauser school have a new record player presented to them by the Feldhauser PTA.

Callers on the Sam Lippards and Richard on the Wednesday before Christmas were his sister, Mr. and Mrs. Keith Cross, who were enroute home to Sparta from Cheboygan, and also Mrs. Vera Murs and son, who was following the same route separate from the Crosses.

Student nurses Miss Annajane Gray, Miss Janet Besaw and Miss Joan Skownek returned to their homes at Boyne City and Alpena for the Christmas holidays.

Mrs. Jacqueline Jones and Miss Jacqueline Randall visited their parents in Pontiac over the New Year weekend.

Miss Carolyn Barker came home from Cadillac the weekend before Christmas to spend the holidays with her mother, Mrs. Arleen Barker. Carolyn is remaining here to continue her practical nurse training at Grayling Mercy Hospital.

Paul Berry of Michigan State U. arrived home December 24th to spend through New Year's with his parents, the Stanley Berrys.

Hurry folks, to the pre-inventory sale at Tip Top Togs, 1/2 to 1/2 off on all snow suits, jackets and coats, while they last.

Mr. and Mrs. Sam Lippard and son Richard spent the Christmas weekend in Roseville visiting their daughter Miss Joyce. Mr. and Mrs. Lyle Lippard and family of Madison Heights called on his brother the Sam Lippards Christmas Eve enroute to Cheboygan to spend the holidays with his mother Mrs. Ethel Lippard and her parents Mr. and Mrs. Alec Sarraut. Mr. and Mrs. Edward Hallman and son Dale and Roy Lippard of Saginaw stopped to visit her sister the Sam Lippards, the men enroute to Huron Beach to turn for the weekend end. Mrs. Hallman spent the time with the Lippards.

The Svend Madsen family of Gaylord visited his brother the Whitely Madsen family here December 27th and Toni and Dagne accompanied them home and spent a few days.

Mr. and Mrs. Jess Sales were in Kalamazoo with their daughter and family, the Steve Armbrusts, for Christmas and until Tuesday of last week.

Mr. and Mrs. William Mosher and Mr. and Mrs. John H. Johnson of Hale spent Sunday and Monday at the Furniture Mart in Chicago.

# THE SALE IS ON

OUR ANNUAL PRE-INVENTORY SALE STARTS WED., JAN. 6th, ENDS FRI., JAN. 15th

MEN'S FAMOUS-BRAND DRESS SHIRTS  
\$2.95 and \$3.95

TOP QUALITY 80 SQUARE PERGALES  
ONLY 39c yard

ENTIRE STOCK OF FOOTWEAR —  
Slippers, Work Shoes, Oxfords and  
All Rubber Footwear  
20% OFF

Look! 1/3 Off

ON THE FOLLOWING  
Ladies and Girls Dresses  
Ladies and Girls Coats and Jackets  
Ladies and Girls Skirts, Blouses  
Snow Suits

... SUPER - EXTRA - ADDED ATTRACTIONS ...

BELL - RINGER SPECIAL  
On Thursday, January 7th

At Various Intervals During The Day, An Alarm Clock Will Ring. If You Are In Our Store When The Bell Rings and Actually Making A Purchase, You Will Receive A \$5.00 Gift Certificate.

Come On And Shop In Our Store... Have Fun, and

Save!

DURING OUR SALE YOU WILL RECEIVE A TICKET FOR EVERY DOLLAR YOU SPEND... AND ON SATURDAY, JANUARY 16th WE WILL AWARD TEN GIFT CERTIFICATES, EACH WORTH FIVE DOLLARS.

Grayling Mercantile Company

THE QUALITY STORE

And Look Here!

EXCEPT FOR OUR SKI SHOP

All Other Merchandise  
In Our Store Is:

1/4 Off

SAVE! ON SPORT SHIRTS, LINENS, SUITS  
and COATS, SLACKS, HAND BAGS, INFANT WEAR.  
BLANKETS, SWEATERS, LINGERIE, HOSIERY,  
SHEETS and PILLOW CASES, TIES, TOP COATS,  
PAJAMAS, ROBES, AND MANY, MANY OTHER  
ITEMS.

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tell me the walleyes are biting on Manistee Lake (ask Eddie, Manistee Bar).

Now I did not say a Merry Christmas in this column, but we sure say a Happy New Year to all from Earl and Mabel D.

Crawford County Ave. - the Thursday, January

FULLY AUTOMATIC FUEL OIL DELIVERIES

Timed to keep your home supply always at a safe level by modern, fool-proof Degree Day method.

Dependable metered deliveries of the finest heating oil money can buy. Try it!

POST OIL CO. Inc. FORMERLY JOHNSON OIL COMPANY

Phone 4801 113 Fig St.

HEARING AID CENTER

NO OBLIGATION

No other Hearing Glasses offer you ALL THESE EXTRAS:

0 new confidence

0 new colors

0 new elegance

0 new versatility

0 new durability

0 new hearing

Actual size of Slimline II temple

Slimline II by audivox

Successor to Western Electric Hearing Aids Division

REPAIRS, CORDS, BATTERIES FOR ALL MAKES

Clinic

Thurs., Jan. 14

2:30 to 5:00 P. M.

Shoppenagons Inn Annex

If unable to attend clinic, call collect Diamond 7-2621 or write Dr. G. E. Born, Potosky Hearing Aid Center, 407 E. Lake Street, Potosky, Michigan.

Danny Dollar Says \$ \$

STILL PAYING FOR CHRISTMAS?

Come in and join our 1980 Christmas Club.

Grayling State Bank

"Your Partner In Progress"

"JOIN THE CHAMBER OF COMMERCE"



## Bits O' Talk

Presented by your  
Rexall druggist  
★ Hedda Hopper's ★  
★ HOLLYWOOD ★  
... the story of the REAL  
Hollywood, with stars of  
the past, present, future!  
★ SUNDAY, JAN. 10 - NBC-TV  
See TV schedule for time  
and channel



Mac's Drug Store  
"The Rexall Store"  
Phone 2181 122 Mich.

"Read The Avalanche"

Mr. and Mrs. Perry Wells and daughter Vicki of Lansing visited their parents, Mrs. Thomas Wells and Mrs. Hurl Deekrow Christmas and the weekend. They enjoyed a tree at the Wells home Christmas Eve, and dinner with the LeRoy Mathews family in Roscommon Christmas Day.

Mr. and Mrs. Mikel Lapka are feeding a robin at their down river home.

Major and Mrs. Phil Smith and sons Steve and Curt spent Christmas Eve and Christmas Day with her parents, the Clair Loves at Stanton. Curt Smith and Roy Lovely were away three days in Charlotte with Curt's grandmother Mrs. Louise Smith, returning home New Years Eve, and Steve Smith, Hans Andrews and Johnny Robertson visited friends in Lansing and Charlotte from Wednesday night to Saturday.

Be sure to read the Grayling Mercantile advertisement in this issue.

Mr. and Mrs. Carroll Wert and family visited their parents, Mrs. Mabel Wert at Jonesville, and Mr. and Mrs. Frank Adams at Mosherville, for Christmas and the weekend.

Mr. and Mrs. Harold Drake visited their parents, Mr. and Mrs. Elvira Drake at Kingston Christmas Day, and spent the weekend visiting Mrs. Drake's cousins Mr. and Mrs. Bert Plumb, and brother the Don MacArthur in Columbiaville, also the James Lazenbys at Otter Lake.

Mrs. Fred Bear entertained a few ladies with coffee the Monday after Christmas.

If Michigan has nothing more than mere size, we would have plenty to brag about.

In land and water area combined we are the biggest state east of the Mississippi river and tenth largest in the nation.

The flag of Michigan proclaims dominion over 57,022 square miles of land area and nearly 40,000 square miles of water surface — a total of 96,921 square miles.

Our land area covers 36,494,000 acres — larger than England or Austria — twice the size of Ireland — nearly five times as big as Switzerland.

Michigan's upper peninsula is nearly one-third of the total area of the state as big as Connecticut, Delaware, Massachusetts and Rhode Island combined — and larger than either Belgium or Switzerland.

Until 1959, Michigan could claim the longest coastline of any state in the Union.

When Alaska entered the union, Michigan had to revise its claim. But we can still say we have the longest freshwater coastline 3,121 miles of any of the states and rank second in total length of water frontage.

Our broad expanse of Michigan territory embraces 40 percent of the water surface of four of the five Great Lakes — Erie, Huron, Michigan and Superior. In that

respect, we are far ahead of our neighboring states, for second-ranking Wisconsin controls only 10 percent of the Great Lakes surface.

We have 11,037 inland lakes — ranking from small bodies of 10 acres of water surface (the smallest we count as a lake) to the 31.3-square mile Pictured Lake in Roscommon County.

Our streams and rivers traverse some 36,350 miles, a distance of almost one and a half times around the world.

Of all the states we are indeed entitled to the proud claim of Water Wonderland, the slogan we impart on our Michigan license plates.

We are the seventh most populous state in the country — and the fastest growing state in the Midwest — and, with our 23.4 per cent gain since 1950, second only to California among the industrial states recording the greatest population growth this decade.

Early historical records credit a French explorer, Etienne Brule, with being the first white man known to have seen the inland empire of North America, including the vast territory which is now Michigan.

Brule's trip through upper Michigan waters in 1618, on an expedition searching for a new passage to the Pacific and the Orient, beat the Pilgrim landing at Plymouth Rock by two years.

Brule was only 19 when he discovered Lake Superior on his upper Great Lakes expedition while serving as a scout for Samuel de Champlain, then French governor of Canada at Quebec.

Continuing Brule's explorations of the Michigan territory, Jean Nicolet — commissioned by Champlain to renew the search for a new route to the Orient — passed through the Straits of Mackinac in 1634.

Seven years later, French Jesuit missionaries Isaac Jogues and Charles Raymbault built their first mission at Sault Ste. Marie.

By 1668 two other Jesuits, Fathers Jacques Marquette and Claude Debien, were able to establish a permanent French settlement at Sault Ste. Marie. Found more than 100 years before the American Revolution, their mission — now grown to a community of 2,000 — became the nation's third oldest city.

Marquette, after opening his Sault Ste. Marie mission, founded another at St. Ignace in 1671. That was the same year that Francois St. Lauson in the name of King Louis XIV formally proclaimed French possession of the Sault territory and the Great Lakes area.

The flag of France, floated over northern Michigan outskirts from that time until the arrival of the British 90 years later.

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Just off US-27  
Rev. Elmer E. Schuch  
Sponsor of the Lutheran Hour  
on Station WMGR at 10:30 a. m.,  
Sunday and "This is the Life" on  
TV.  
Divine Service — 11:30 A. M.  
Sunday School — 10:00 A. M.

GRAYLING LUTHERAN  
CHURCH  
Phone 2541

Worship service 11 A. M.  
Sunday School 9:45 A. M.  
MESSIAH LUTHERAN CHURCH  
Roscommon  
Phone 2541

Worship service 9:30 A. M.  
Sunday School 10:30 A. M.

CALVARY BAPTIST CHURCH  
Chestnut St. and US-27  
Rev. Alvin Johnson, Pastor  
Sunday School, 10:00 a. m.  
Worship Service, 11:00 a. m.  
Youth Service, 6:15 p. m.  
Evangelistic Worship 7:30 p. m.  
Mid-Week Services  
Prayer and Bible Class, Wednesday, 8:00 p. m.

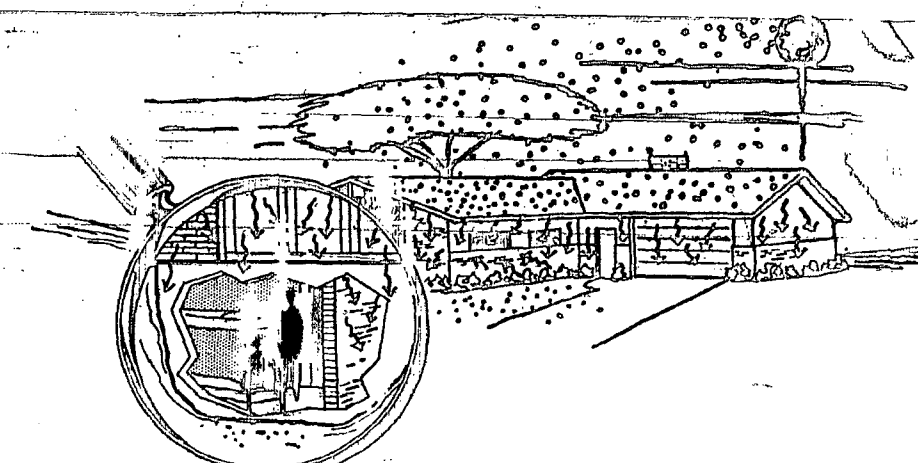
LOVELL CHAPEL  
Rev. Clare Olin  
10:30 A. M.—Sunday School  
11:30 A. M.—Chapel Service

Christian Science Society Meeting  
Bagley Twp., Hall, US-27 South  
of Gaylord. Church and Sunday  
School services at 11:00 A. M.  
Services 8:00 P. M., second Wednesday each month.

Seventh-Day Adventist  
Meet at South Side  
School, 10:00 A. M., Saturday

ST. FRANCIS EPISCOPAL  
MISSION  
The Rev. Colin Campbell  
Services at the Grayling Ev.  
Lutheran Church, Ionia St.  
Sunday 1:30 p. m.  
Holy Communion, 1st Sunday  
of the month.

My Neighbors  
"It's planned parenthood."  
We plan to take advantage of  
every tax deduction the law  
allows.



HOW FALLOUT shelters would protect occupants after nuclear attack is shown in this drawing of a modern American home. Fallout—mostly tiny particles of matter charged with radioactivity—is carried downwind from a nuclear blast, and settles on the roof and grounds. From these fallout particles, radiation rays (arrow-like figures) shoot out which can penetrate most substances. Enough rays can cause radiation sickness to people without their realizing it, since radiation cannot be detected by the senses. But the materials of a fallout shelter are dense enough to absorb most radiation and prevent it from reaching the occupants. The Office of Civil and Defense Mobilization has declared December 7 as National Civil Defense Day to remind Americans that millions might be saved after a nuclear attack by such relatively simple precautions. A booklet on building fallout shelters is available through civil defense offices, or from Box Shelter, OCDM, Battle Creek, Michigan.



DISASTER PATROL of suburban Mount Vernon, N. Y., conducts a training exercise in monitoring radioactive fallout. Hypothetical focus public attention on the importance of fallout measurements from first instruments are radioed or telephoned into C.D. centers for plotting on city and county maps. These volunteer members of our radiological defense trained monitors would be the nation's fallout system. (OCDM Photo)

22nd Year  
Seek  
Indus  
Meet Fri

The Crawford County Development Committee again this Friday to select a new man who wants to come to the aid of the county and with whom they have already been working. The \$10,000 will be used to help the county in the manufacturing of a new product. The new manufacturer is already making a product for the making of a new machine. The machine is valuable. Also wire stock has been ordered.

Plan Post Office Additions  
A telephone call from Congressman Elford in Washington, D. C. on Monday announced that the Division of Postal Services Administration had approved a new loading platform at the Grayling Post Office. Since the advent of postal service in and out of the county, the post office has had trouble in getting the mail out of the area. The present platform will be nearly completed and will be enlarged to the Radio Theatre bus driveway and parking area to cover a new area to the south of the parking area. There is an estimate of the cost and the date will probably be for the middle of the spring due to the lack of concrete work to be done.

Mrs. Charles Weseloh spent the day visiting from GORRICH.

# Newspaper Advertising FAVORED

## AMERICAN Housewives

A survey conducted in 1957 by Northwestern University among housewives in Chicago reveals that newspaper advertising is the No. 1 choice over every other medium. These surveys conducted each year since 1944, show that newspapers have actually gained in status with the housewives since that time. In 1944, newspapers received 38.95 per cent of the vote as to the kind of advertising that is most useful. In 1957, they received 48.6 per cent. Magazines got 36.23 per cent in 1944 and 30 per cent in 1957. Radio had 15.64 per cent in 1944 and only 6.4 per cent in 1957. The following tables sum up the answers to the questions asked in the 1957 survey:

WHAT KIND OF ADVERTISING IS THE MOST USEFUL?		WHAT KIND OF ADVERTISING IS MOST DISTASTEFUL TO YOU?	
Newspapers	48.6%	Radio	27.0%
Magazines	30.0	Television	22.4
Television	10.5	Circulars	12.5
Radio	6.4	Billboards	11.3
All Others	3.9	Theatre Screen	9.9
		Direct Mail	9.9
		Car Cards	3.5
		Newspapers	0.6
		Magazines	0.0

IF YOU COULD HAVE THINGS JUST THE WAY YOU WANT THEM, WHICH MEDIUM WOULD YOU PREFER, WITH OR WITHOUT ADVERTISING?

	Newspapers	Maga.	Radio	TV
With Advertising	92.4	88.0	33.0	33.0
Without Advertising	6.7	10.0	65.0	61.0

YOUR MOST ECONOMICAL AND MOST EFFECTIVE ADVERTISING MEDIUM IS THE

# CRAWFORD COUNTY AVALANCHE

ESTABLISHED IN 1936

## new year FOOD VALUES

### BLACK & WHITE MARKET

Your Home Owned Food Market — Biggest Little Store In The North

FRIDAY SPECIAL!

OCEAN PERCH 29¢ LB.  
FROSTY ACRES STRAWBERRIES 2 PKGS. 29¢

Hills Brothers INSTANT COFFEE LGE. JAR 99¢

SNO-DRIFT Shortening 3 LBS. 49¢

PINCONNING CHEESE LB. 49¢

FRESH GRADE "A" LARGE EGGS 2 DOZ. 79¢

HONEY FIG BARS 2 LBS. 39¢

ORANGE OR TANGERINE JUICE 3 LARGE 46 OZ. TINS 89¢

GIANT SIZE TIDE 69¢

WICK OR MATCH — BEECHNUT STRAINED Baby Food JAR 5¢

ROLLED BONELESS Pork Roast lb. 39¢

LARGE BOLOGNA CLOVERDALE 39¢

BACON CLOVERDALE FANCY 1 LB. 39¢

LINK SAUSAGE HOMADE LB. 29¢

LEAN MEATY Neck Bones lb. 39¢

## CHURCH SERVICES

HIGGINS LAKE CHURCH OF GOD

Mrs. George Ryan, Pastor  
Sunday School 10:00 A. M.  
Church Services 11:00 A. M.  
Sunday Eve. Services 6:30 P. M.  
Prayer Meeting, Wed. 7:30 P. M.  
9910 E. Higgins Lake Dr.  
Everyone Welcome

ST. MARY'S CHURCH  
Grayling, Phone 2691

Rev. Fr. Joseph Salkowski  
Regular Schedule

Sunday Masses at 6:30, 8:30 and 10:30 a. m.  
Holidays — 6:30 and 9:30 a. m. and 8:00 p. m.  
Weekdays at 8:00 a. m.

Deer Hunting Season  
Sunday Masses, 8:00, 8:30 and 10:30 a. m.

Confessions  
Saturdays — 4 to 5 p. m. and 7:30 to 8:30 p. m.  
First Friday of each month, evening mass at 8:00 p. m. Confession one hour earlier, at 7 p. m.

MICHELSON MEMORIAL CHURCH

Rev. R. C. Purton, pastor  
Church School 9:45 a. m.  
Divine Worship 11 a. m.

FIRST BAPTIST CHURCH OF FREDERIC

John L. Wold, Pastor  
Sunday — 9:45 Bible School — 11:00 Morning Worship — 7:00 Training Union — 7:30 Evening Service

Wednesday — 7:30 Prayer and Bible Study

FREE METHODIST CHURCH

Charles Alton, Pastor  
301 Shellenburg St.  
Sunday School 10:00 A. M.  
Worship Service 11:00 A. M.  
Youth Fellowship 7:30 P. M.  
Evening Service, 8:00 P. M.  
Prayer meeting, Wednesday evening, 7:30 P. M.

ROCKFORD CHURCH OF JESUS  
Christ of Latter Day Saints  
Corner Plum and Smith St.  
Pastor Jay Doty  
Church School — 10:00 A. M.  
Preaching 11:00 a. m. & 8 p. m.  
Mid-Week services, Prayer 8 p. m.

St. Hope Evangelical Lutheran Church  
Lansing Synod  
C. J. Spruce and Vito.



PETERSON Hardware Co.  
120 Mich. Ave. Ph. 2211